

Message Text

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PAGE 01 WINNIP 00320 231840Z

67

ACTION COME-00

INFO OCT-01 EUR-25 ISO-00 CIAE-00 EB-11 INR-11 LAB-06

NSAE-00 PA-04 RSC-01 SIL-01 USIA-15 PRS-01 DRC-01

/077 W

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R 231818Z SEP 74

FM AMCONSUL WINNIPEG

TO SECSTATE WASHDC 1245

INFO AMEMBASSY OTTAWA

AMCONSUL TORONTO

UNCLAS WINNIPEG 320

E.O. 11652: N/A

TAGS: BEXP, CA

SUBJECT: MINNESOTA DEPT OF ECONOMIC DEVELOPMENT MICROVIEWER

PRODUCT DISPLAY IN WINNIPEG AND TORONTO

FOR COMMERCE

1. CONGEN PROVIDED SPACE INCLUDING OFFICE OF CONSUL GENERAL FOR MINNESOTA CANADIAN MICROVIEWER EXHIBIT HELD WINNIPEG SEPT 19 - 20 UNDER DIRECTION ORVIN L. OLSON, DIRECTOR FINANCE AND INTERNATIONAL DEVELOPMENT MINN. DEPT ECONOMIC DEVELOPMENT.

2. SIMILAR EXHIBIT HELD HYATT REGENCY HOTEL TORONTO SEPT 16 - 18.

3. 3M COMPANY MICROVIEWER USED BOTH INSTANCES FOR INSTANT RETRIEVAL MICROFILMED PRODUCT LITERATURE FOR POTENTIAL REPS AND BUYERS.

4. OF 66 MINNESOTA FIRMS PARTICIPATING IN EXHIBITS, 62 SOUGHT REPRESENTATION IN EASTERN CANADA AND 61 IN PRAIRIE PROVINCES.

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TM THE THREE DAY EXHIBIT IN TORONTO RESULTED IN 92 SCREENED LEADS FOR 45 OF 62 COMPANIES WHILE TWO DAY DISPLAY

AT CONGEN GENERATED 93 LEADS FOR 46 OF 62 MINNESOTA FIRMS.

6. MR. OLSON DEEMED BOTH EXHIBITS TO BE HIGHLY SUCCESSFUL.
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Message Attributes

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Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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